

MARKETING SENIOR EXECUTIVE

Job Descriptions:

Event Activation Planning:

- Develop detailed activation plans, timelines, and budgets for each event.
- Manage overall Company's marketing activities and events which include Exhibitions, Book Fairs, Seminars, Retail Promotions, Online Promotions etc.
- Project manage events, ensuring that on ground marketing plans are executed and managed smoothly and timely.
- Oversee development of advertising and promotional materials for events, activities, sales team, retailers.
- Establish and manage relations with schools, educators, media, government, or non-government agencies.
- Initiate partnerships with various entities to increase sales channels
- Oversee logistics planning related to marketing events and roadshows.

Team Leadership:

- Lead and manage a team of marketing executives, providing guidance, support, and training to ensure successful events execution.
- Collaborate with cross functional teams to run events, sales and promotional activities on ground.
- Assist in other ad-hoc duties as required by the management team.

Vendor and Supplier Coordination:

- Identify and negotiate with vendors, suppliers, and partners to source necessary materials and services for event activations.
- Ensure all contracts and agreements are in place and in compliance with company policies.

On-Site Supervision:

- Oversee on-site execution of event activations, coordinating all logistical aspects to ensure activation plans are on time, on track and according to plan.
- Oversee and work with marketing exec/content creator to highlight event's marketing, social media coverage and photography.

Reporting and Analysis:

- Prepare post-event reports and analyze the effectiveness of activation strategies and implementation.
- Use data-driven insights/ to make recommendations for improving future activation plans.

Job Requirements:

- Minimum a Degree in Business Studies/Administration/Management, Marketing, Public Relations, Mass Communication, Advertising/Media or equivalent.
- Proficient in Bahasa Malaysia & English
- Ability to speak Mandarin is an added advantage;
- Minimum 5 year(s) of working experience in events planning, or marketing in education field.
- Willing to travel within Malaysia;
- Willing to work on Saturdays, Sundays and Public Holidays if there necessary;
- Applicants must be willing to work in Bandar Baru Bangi.

Required document:

Interested candidates are requested to write in with:

- Updated resume stating qualifications, work experience, current and expected salary with a recent passport-sized photography;
- Link to design portfolio/relevant past works;
- Transcripts from SPM to current education level;
- NRIC photocopy;
- Latest 3 months payslip.